

## THE SEMANTICS STUDY OF ENGLISH SLANG USED IN THE COLUMN COSMO MAGAZINE

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### ABSTRAK

This research entitled is "The Semantics Study of English Slang used in the Column Cosmo Magazine" is intended to find out the forms and meaning of slang and also the relative frequency of the use of slang that is used related to their forms and meaning. This research is descriptive qualitative research. To analyze the data, first of all, the writer describes the data into their forms and meaning by qualitatively. After that, to achieve the objective of research, the researcher is done by quantitatively. The object of this research is slang words, phrases, and phrasal verb. The writer analyzes the population of the magazine which are published in 2012, it consists of 6 editions. In collecting the data, the researcher just presents what is found without adding any other information and classifies data based on the research questions. This study is done by translating based on the dictionary meaning and interpretation of the slang expressions that are found. The result is shown from the total of the 100 (100%) data observed are the forms of **slang words** (51%) can be noun (33,33%), verb (25%), adjective (29,17%), and adverb (12,5%) and also the slang words can be words formation in the form of derivation (7,40%), compounding (11,11%), Clipping (37,03%), acronym (11,11%), blending (11,11%), proper name (11,11%) and imitation (11,11%), **Phrases** (9%) are noun phrase (33,33%), verb phrase (33,33%), and prepositional phrase (33,33%) and phrasal verb (7%) are in inseparable(0%) and separable (100%). The meaning of slang can be denotative (48,48%), connotative (30,30%), and both of denotative and connotative meaning (21,21%). In short, it can be said that the most dominant of the meaning of slang in column Cosmo magazine is denotative meaning. Eventhough, the connotative meaning is used to give the deepest meaning and the highest impression of sense of the words and phrases.

**Keywords :** semantics study

### INTRODUCTION

Language is a system of arbitrary oral symbol by means of which members of social group interact. People need express ideas, to send messages, and get information through certain devices (Alwasilah, 2011:89). In this case, it is essential for language as a medium of communication. Refer to what is stated by Alwasilah above, we know that language is needed to communicate feelings and emotion, express ideas as well as opinions, make social interaction, and convey information between one and another. On the other word we can say that language is a means to give or exchange information; news, idea or opinions, through language people learn from one and another the things they want to know. Imagine if human beings could not communicate or express their ideas, it would be impossible for them to learn anything.

When people communicate to express their thoughts and feeling, there is a process of confirming and getting information. People need certain medium to convey information, idea, and thought. Oxford advanced Learner's Dictionary of

current English (1995: 720) states that mass media (also mass communication) are the means of communicating with large numbers of people e.g. newspaper, television, and radio. So, on other word can be said that mass media are instrument to convey information to a large number people. Mass media can be classified into two main groups. They are printed media and electronic media. Printed media can be magazine, newspapers, books, and brochures. The electronic media can be television, radio, video, theatre and so on. One kind of mass media is magazine. Webster's new collegiate Dictionary (1996:812) states that magazine is a publication, usually illustrated, that appears at regular intervals and contains stories, article etc. by writers, and usually has advertisements. It is usually published every week or every month. The readers of magazine can be general reader and special readers. A magazine which is published by some advertisement for all of the people who want to read is a magazine for general reader. Special reader can be the one magazine for special group of age, hobby, sex, and so on. A magazine particular characteristic in specialize in term its

consumers such as men's magazine, woman's magazine, teenager's magazine.

Language in a magazine tends to use slang to make a magazine more attractive. There are many types of slang words referring to business, politics, transportation, sex, and advertisement. Keraf (2006:108) define slang high conversation word and pure. It words nonstandard and Informal are arranged as specific, the words can be changed as arbitrary of characterized by newly coined and rapidly changing vocabulary. It is used by social and professional group for 'in-group' communication and thus tending to prevent understanding by the rest of the speech community. The words slang is opposite from expectation so that language have soul and original (Keraf, 2006:108). Many people especially teenagers, try to using language or old words with new ways or meaning.

Slang word is sound or combination of sound that expresses meaning and form and independent unit grammar or vocabulary of language. The study of meaning is part of linguistics (Verhaar, 2010:13). It is in a way that easy to understand referred to as "semantics". Meaning is recent relationship not only of language but all sign and symbol systems and the study of meaning is called semantics, and within the scope of meaning are involved the relations between utterances, written and spoken, and the world at large (Robin, 1980:14). It means that semantics covers the language aspect which consists of spoken and written form. Both of the form is very important. As we know that in communication process, People need communicate between one and another using language while to confirm or convey messages or give information, so that what is being talked understand and can be understood in a communication process through spoken and written form, because need the knowledge of language.

The people who want to know the information from a magazine will be difficult to understanding the meaning of language which uses slang. However, some magazines such as Contact magazine, Time magazine and Cosmo magazine use that language to contradict with the features of press language which are systemic and logical, unambiguous and clear, simple and familiar, concise and precise. That is why the writer in this research will try to take over the problem of slang language used in magazine in order to be able to give some benefits for the writer himself specially and the readers of

magazine generally. Then, the writer will focus on teenager's magazine which categorized as specific consumer's magazine called Cosmo magazine. This magazine consists of some topics such as stories, celebrities, beauty, and fashion. In this case use slang to get more personal to the reader.

The slang that is used in Cosmo magazine especially in column is an interesting object to study. As slang, they have many interpretations, so, it is hard for a person who does not belong to certain community to understand the meaning. It also need contextual situation to obtain the interpretation. Here some examples of slang language that are used in column of Cosmo magazine:

1. "...You can now rave **mag** on your ipad or iphone". (Cosmo, September 2012:15).
2. "...Journalist and Designs retailer like *Stylistpick*". (Cosmo September 2012:36)
3. "... I hope she steered clear of **red wine!**" (Cosmo, September 2012:25).

Based on the limitation of the problem above, the writer formulates the problem as follows:

1. What are the forms of slang used on column in Cosmo magazine, published 2012?
2. What are the meanings of slang that are found on Column in Cosmo magazine especially the denotative and connotative meaning?

## REVIEW OF RELATED LITERATURE

Language is the result of man's ability to see phenomena symbolically and of necessity to express his symbols (Alwasilah, 2011:5). It means that system of sounds and words used by the people to express their thoughts and feeling as symbol and that language plays an important role in human Life as medium of communication. Without language communication will never go to addressee or in the society.

As a medium of communication language is the way to communicate our idea, to convey the feeling and may create cooperation between one and another. Language control various social activities, planning and giving direction to people in the future time and it may make human able to analyze the past to acquire the good result for today and tomorrow ( Keraf, 1980:2). According to Alwasilah (2011: 87-93), language has five characteristics such as language is a system, language is arbitrary, language is a sound, language is symbolic, and language is communication. The explanations are as follows:

1) Language is a system. It means that language is regulated or it has a system namely rule or pattern, in every language the rule can be seen into two part; they are (1) sound system and (2) meaning system. The rule can be applied in morphology, syntax or semantics.

2) Language is arbitrary. It means that language is selected at random and without reason. There is no logical correlation to the words as a symbol with the words that are symbolized.

3) Language is sound. Language is utterances. It means that the important medium of language is sound. We know language in the form of spoken. All languages in the world are spoken, but not all have already had their writing system. In order word, people can speak without writing, but they cannot write without speaking. It means that language can be defined as a device for conveying meaning through sounds.

4) Language is symbolic. A symbol refers to an object and the correlation between symbols with the object is arbitrary. Language consists of arbitrary symbol series that have meaning. People use these symbols to communicate with others. Through these symbols, people can imagine what other says and they can talk about things outside of their environment. Therefore, languages refer to every object, event and the relation between object and the event.

5) Language is communication. It means that language is means to interact in the society. People use language to communicate with each other. They are able to share whatever they know and want in getting information from others. In the society, communication is essentially very important. It means that language is a communication instrument to analyze human experience, which differs in each society, in which every segment has semantic content and sound expression.

### 2.1.1 Linguistics

There are many definitions of Linguistics which are based on linguist's point of view. Nevertheless, the writer decides to choose definition of linguistic stated by Alwasilah (2011:66) who divides linguistics into three. They are as follow:

1) Linguistic is the science of language, e.g. of its structure, acquisition, relationship to other forms of communication.

2) Linguistic is the study of human speech including the units, nature, structure, and modification of language.

3) Linguistic is scientific study of language.

Refer to the definitions of linguistic above we can find linguistic covers all problem related to language. It is obvious that Linguistic is as the science of language means that linguistic has an object study which is called language. As what is also claimed by Verhaar (2010:3) that linguistics as general and systematic knowledge must have an object and its object is the language itself.

### 2.1.2 Semantics

The study of meaning is a part of linguistics. It is normally referred to as "semantic". Palmer (1981:1) states that semantic as: "the technical term used to refer to the study of meaning and since meaning is a part of language, semantics is a part of linguistics" which is meant that Semantic is a technical terminology that concern with study about meaning and because meaning is a part of language so that semantic is a part of linguistics. Basically, semantic derives from Greek words *sema* (n) means "*sign*" or "*symbol*" and *semaio* (v) means "*to signify*" or "*to symbolize*" (Djajasudarma 2009:35-37).

Analysis of word meaning, phrase meaning and sentence meaning has got attention since the people became intellectual. Robin (1980:16) says that semantics or analysis of meaning has been recognized and has received attention during the whole of man's intellectual history, and much of the work has been undertaken by philosopher, especially logicians (to whom linguistics in the west owed much of its original impulse). Semantics determines meanings and explains the enter relationship between meaningful linguistics patterns and the objects, states, and events referred to in language. Therefore, semantics will look for the relationship of words and sentences with things and events in the outside world.

Semantic is divided into two: grammatical semantics and lexical semantics. (Verhaar, 2010:385). The grammatical semantic is one of semantics branch which studies the meaning of sentence units (Pateda, 2001:7), Lexical semantics As lexicology including many aspect these are Meaning and referential, Denotative and Connotative, Extensional and intentional analysis, conventional Analysis, Using of meaning, synonym, Antonym and hyponym (Verhaar,2010:388-389). In other words, lexical semantics studies the meaning that sound in words (Pateda, 2001:74).

## 2.2.4 The Meaning.

### a. The definition of Meaning

Meaning is the idea or concept, which can be transferred from mind of the speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another (Lyon, 1981:136). It means that meaning does not exist in the concrete form, but exist in the thought of the speaker and the hearer. The meaning is the thing that is conveyed especially by language, the thing one intends to convey especially by language, the logical notation of a word or phrase.

### b. Aspects of Meaning

According to Palmer in Djajasudarma (2013:3-5), aspects of meaning can be considered as based on the function, and it can be divided into four they are:

- 1) Sense engages the purposes of ideas or messages, and it is also called theme.
- 2) Feeling is an aspect of meaning that is due to the attitude of the speaker to the situation of the conversation.
- 3) Tone is an attitude of speaker to the listener. In the literary works, tone is an attitude of a poet or a writer to the reader. Based on the definition above, the writer will select the right word to the condition of the reader and the condition of the writer itself.
- 4) Intention is an aspect of meaning that has an aim to promote the effect of endeavoring whether consciously and unconsciously.

These four substances join to language delivery forms of the writer to the reader. Sense, feeling, tone and intention are composed one another in order to understand the totality of meaning.

### c. Type of meaning

Leech in Djajasudarma (2013:21-22) states that types of meaning are divided into three categories consisting of conceptual meaning, associative meaning and thematic meaning. Associative meaning is divided into five terms: connotative meaning, stylistic meaning, affective meaning, reflective meaning and collocative meaning. So, it means that there are seven types of meaning; (a) Conceptual meaning (sometimes is called "denotative" or 'connotative' meaning) is the meaning that refers to the logical, cognitive, or denotative, (b) Connotative meaning is communicative value of an expression that according to what it refers and is beyond the conceptual meaning, (c) Stylistic meaning is the meaning of the words that show the social environment of the user of language, (d) Affective meaning is the meaning of a word or language that is used by the speaker to reflect the personal

feelings of the speaker, attitudes of the speaker to the hearer, or attitudes of the speaker to something that he or she says, e.g. words of taboo, and sex, (e) Reflected meaning is the meaning that is arisen in the case of double conceptual meaning if a sense of word forms a half our response to other sense, (f) Collocative meaning is the meaning that consists of associations of a word that is caused by the meaning of the word which tends to occur in the environment, (g) Thematic meaning is the meaning which is communicated by the way of the speaker or the writer in arranging their message in the sense that concerns to the sequence, focus and emphasis.

The theories of meaning will be discussed briefly in this paper but only concern to the denotative and connotative meaning because the writer wants to focus in his research on the objective of the study that tries to find out the meaning.

#### a) Denotative meaning

Denotative meaning is defined as meaning with forms correlation between concept and reality world which refers to the logical or cognitive meaning (Djajasudarma 2013:11). In the other word can be said that denotative meaning refers to the common meaning that everybody can know, and an objective meaning. Tarigan (2009:51) states that denotative meaning is dictionary restriction or primary meaning of word. Montgomery and Sutherland (1962: 8) add that denotation of a word is dictionary meaning, that is, what the word stands for. For example, the word '**president**' means that the official leader of leader of the country that does not have a king or a queen.

#### b) Connotative Meaning

Connotative meaning is an associative expression of word that has an emotive reaction rather than dictionary restriction of primary meaning of a word that negative and positive thing (Djajasudarma 2013:12) .It means that the meaning of a word is different from its literal meaning because the feeling and emotion associated with a word. The meaning aspect of a word or phrase is based on the feeling or thinking of speaker (writer) and hearer (reader). In addition, Connotation refers to additional in circumstances under which each of us learns a word. Connotation is an idea suggested or implied by a word in addition to its main meaning (Hornby, 1995:243). For example, the word '**hack**' means '**journalist**' but has derogatory connotation. Verhaar (2010: 390) says that connotative

meaning or connotation is the meaning that appears in the user's mind because of affective and emotional value. For example, the word **fault** denotatively means **wrong** but connotatively means **weakness**. Connotation is what people think about a word and find whether it is possible or impossible for the word to have a different meaning from its denotative meaning (Tarigan, 2009: 52). So, it is quite possible that people have the same and different thought and the meaning of a word depends on personal interpretation.

Montgomery and Sutherland say that there are two types of connotation, namely personal and general. Personal connotation is the result of the experience of the individual man and woman. The way people realize idea and object is determined by the precise nature of early experience with the referents. They note that connotation that surround most of the words in the vocabulary are complex and intimate record of life to date. The reaction to a word may be the cumulative result of all experiences with the word and its referent. The general connotation is the result when the reaction of majority people to specific word is substantially the same.

#### 1. Slang

Slang is an informal and secret language. Slang has been defined as one of those things that everybody can recognize and nobody can define' (Introduction to language Fromkin ,Roberts 1958, p.342) Webster's new College Dictionary (1996:1259) defines slang as a non-standard vocabulary composed of word and sense characteristics primarily by connotation of extreme in formality and usually currency not limited to a particular region and composed typically of coinages or arbitrarily changed words, clipped or shortened forms, extravagant, forced, or facetious figures of speech, or verbal novelties usually experiencing quick popularity and relatively rapid decline into disuse. Slang is used in a particular community; Individuals who do not belong to the community cannot understand it.

#### 2. Phrase

Phrase is a group of two or more words that form a sense unit expressing a thought either fragmentarily without a complete predication ( as in **God for you!**) or with weakened form of predication ( as in **God willing**) or as a sentence element not containing a predication but having the force of a single part of speech ( as in **could have been found**) and that bear to one another either the modifying relation (as in faithful dog) or the coordinate or multiple relation ( as in **dogs**

**and cats**) or the composite relation ( as in **might have been found**).

#### 3. Phrasal Verb.

According to Jay Maurer in focus on grammar an Advanced course for reference and practice ( 1994: 279), phrasal verb are verbs that are composed of more than one word. A phrasal verb consist of a main verb is often quite different from the meaning of just the verb alone. Lord quirk in longman Dictionary of contemporary English stated that:

Phrasal verb n [c] a group of words that is used like a verb and consist of a verb with an adverb of preposition after it, for example" set off" or "look after". In this dictionary, phrasal verbs are marked "v".

According to jay Maurer (1994:279), there are two types of phrasal verbs: (1) Inseparable phrasal verbs, (2) Separable phrasal verbs.

#### 4. Magazine

Hornby (1995: 720) states that mass media are the means of communication for the large number of people, television, and radio. Furthermore Hornby (1995:706) also says that a magazine is a type of a large or thin book with paper cover, containing stories, picture, etc and issued usually every week or every month. We may conclude that magazine is one medium of mass communication for conveying information, news, entertainment, knowledge, and educational material to large number of people..

According to what is stated by Defleur and Everett E. Dennis (1985:182-191) a magazine is published less frequently than a newspaper and the types of the magazine can be on general or special that are content. So it means that in conveying the information, magazine as a medium of communication has different way depending on the types of the magazine; (1) General magazine, (2) Specific magazine.

### RESEARCH METHOD

#### 3.1 Research Design

In this research, the writer applied a qualitative research design considering the characteristics of a case study. The qualitative research is call interpretive and constructive of paradigm which view social reality as holistic, complex, dynamism, fill of meaning, and interactive or reciprocal (Sugiono, 2012:10-12). As mentioned by Moleong (2013:9) that the qualitative research method is used for some reason, e.g. observation, interview, and document research.

In presenting the data, the writer applied a descriptive method. As Sudaryanto in Widagsa (2008:32) claimed that the descriptive method is a research method based on phenomenon that empirically exists in the speaker. It result the description is whatever there is. The writer believes that descriptive method is appropriate for this research because the goal of this research is to get clear information about the data such as systematically, factually, and accurately describe of illustrate the fact, characteristics, and relationship of research elements that deal with the topic of a research.

### 3.2 Research Object

Research object is anything that becomes the attention of a research. Sugiono (2012:288) states that a focused in a research refers to a single cultural domain or a few related domains. Research object in this research is slang used in column Cosmo magazine. Those slang expressions are analyzed based on their form and their meaning. The form of slang includes words such as noun, verb, adjective, adverb, and words formation, and also phrases like noun phrases, prepositional phrases and phrasal verb. The meaning of slang includes the denotative and connotative meaning.

### 3.3 Data Source

Data source is often called the subject of the research. It can be in the form of person, thing, place, action, and so on (Arikunto, 2010:48). The researcher determines the column of Cosmo Magazine as the data source. The population of the magazine is those which are published in 2012. That consists of 6 editions in each months began from March until September. The reason of choosing those edition as the data source is with the assumption that those editions are the most current and involves of slang language that are still being used.

### 3.4 Data Collecting Technique

The writer chooses Cosmo magazine because it is interesting to read but the most important thing is that this magazine provides many slang words. In this research, the writer employs some techniques of data collection. They are as follows.

1. The writer collects 6 editions of the Cosmo Magazine 2012 and only focuses on conversation in Column.
2. The writer collects the slang forms and sorts them out into categories words and phrases.

### 3.5 Data Analyzing Technique

Because the data on this research are in the form of words and phrases, the data are

presented according to their formal categories. The researcher just presents what is found without adding any other information, the form of slang will be categorized and the researcher look for the denotative meaning of slang for dictionary, after knowing the denotative meaning, the researcher infers into their connotative meaning in context by using a slang dictionary or thesaurus.

## RESEARCH FINDING AND DISCUSSION

### 4.1 The form of slang

Here the researcher puts forward the data analysis that found in column of the slang forms in Cosmo magazine, published in 2012. This analysis focuses only on word, phrase, and phrasal verb.

#### 1. Word

Word is sound or combination of sounds that expresses a meaning and form and independent unit of the grammar or vocabulary of language. The researcher focuses only noun, verb, adjective, and adverb.

a. Noun is a word used to identity to give a name of class things, places, people or ideas, or a particular one of these. Here are some examples:

1. "... I only attract *morons*!" she says." There are no good men out there!" she says... (Cosmo magazine, March 2012:59).
2. "... I only attract *dickheads*," she will keep attracting just that... (Cosmo magazine, March 2012:59).
3. "... Men know their *bullshit* won't fly..." (Cosmo magazine, March 2012:59).
4. "... Disclosed to me that every time a *paparazzo* snaps his photograph, he feels like dying inside... (Cosmo maga-  
March 2012: 88).
5. "... I'd never do it, and anyone who asks for it is a total *sleaze*..." (Cosmo magazine, March 2012:89).
6. "... He was in *agony* and ended up in A & E getting stitched up... (Cosmo magazine, August 2012 :44).

The word *morons* is slang word that denotatively means a foolish or stupid person and the word *dickhead* denotatively means a stupid or despicable man or boy. *Bullshit* is slang word in the form of noun which means exaggerated or foolish talk, nonsense. Those three slang words do not have conotative meaning. The word *paparazzo* is slang word which adapted from the official language of Italy. The denotatively means that a freelance photographer who specializes in

candic camera short of famous people and often invades their privacy to obtain such photographs. *Sleaze* is slang word that denotatively means dishonest, disreputable, or immoral behaviour, especially of public official or employees. *Agony* is slang word in the form of noun that denotatively means acute physical or mental pain; anguish.

7. "... I love victoria Beckham's dresses, as well as *Mcqueen* ..." (Cosmo magazine, August 2012:59).

8. "... I was a bit of DIY *whizz* in my old flat ..." (Cosmo magazine, August 2012:57).

*Mcqueen* is slang word that denotatively means U.S actor, noted for his portrayal of tough characters. *Whizz* is slang word that denotatively means to move or go rapidly.

b. Verb is slang a word to denote action performed by nouns or pronoun. Here are examples:

9. "... Like a growing number of smart, *savvy* city- dwellers..." (Cosmo magazine, March 2012:101).

10. "... These were some of those *pinch*- me moments! (Cosmo magazine, March 2012:111).

11. "... They slapped him in *handcuff*..." (Cosmo magazine, August 2012:44).

The *savvy* denotatively means to understand or get the sense of (an idea, etc). *Pinch* denotatively means to arrest. *Handcuff* is slang word denotatively means to handcuffs on ( a person); manacle. Those three words that do not have connotative meaning.

12. "... That handsome, blue-eyed man is makint me sick, " he *blurted out*. (Cosmo magazine, March 2012: 32).

13. "... Also, make sure no one *ends up* sleeping on the *couch*. (Cosmo magazine, May 2012:22).

14. "... And, to get his revenge, he texted her saying I was a rubbish *snog*! Not my best moment." (Cosmo magazine August 2012:44)

*Blurted out* is British slang word that denotatively means babble, blow the gaff. *End up* is slang word that denotatively means arrive, fetch up, finish up, stop, and wind up. And the word *snog* is a british slang word that denotatively means to kiss someone in a sexual way.

c. Adjective is a word used to give the information about noun and pronoun.

Here are some examples:

15. "... Whether they're *flaky* and pathetic, or hiding a secret girlfriend. (Cosmo magazine, March 2012:59).

16. "... They were probably annoying and *preachy* like me ... (Cosmo magazine, March 2012: 59).

The word *flaky* is U.S slang denotatively means eccentric,crazy. The word *Preachy* denotatively means inclined to or marked by preaching. Both of *flaky* and *Preachy* are slang words that do not have connotative meaning.

17. "... I quickly learned that innocent words of a guy friend in my ear required only a download glance and seductive smile to become a *steamy*, suggestive shot. (Cosmo magazine, May/August 2012 :32).

18. "... I'm not too fussed really-as long as a girl doesn't look too *tacky*, ... (Cosmo magazine, August 2012:25).

19. "... I'll admit I sign off texts with *cheeky* winks smiles ... (Cosmo magazine, August 2012: 37).

20. "... Warm Chardonnay and a *sloppy* peck on the cheek? ( Cosmo magazine, August 2012 : 75).

21. "... *Pushy* behaviour in women is seen as unfeminine and unattractive", ... (Cosmo magazine, August 2012: 80).

*Steamy* denotatively means lustful or erotic and connotatively means hot or carnal. *Tacky* is slang word (adjective) which denotatively means shabby or shoddy and connotatively means dowdy or seedy. The word *cheeky* is slang word that denotatively means disrespectful in speech or behaviour, impudent and which denotatively means fresh. *Sloppy* is slang word that denotatively means careless or untidy. *Pushy* is slang word that denotatively means disapproving or offensive, then, connotatively means someone who does everything they can to get what they want from other people. The word *sloppy* do not have connotative meaning.

d. Adverb is a word used to give the information about verb, adjective or another adverb.

Here are some examples:

22. "...The fact that she's also smart, successful and absolutely *charmingly* only... (Cosmo magazine, May 2012:35)

23. "...She actually 'met' him *over skype*, and said I could go to the UK on holiday for a fortnight... (Cosmo magazine, September 2012:97).

The word *charmingly* is formed from charming (Adjective) denotatively means delightful or pleasant and suffix -ly which results charmingly means in attractive way in slang. It doesn't have connotative meaning. Then, the word *over skype* is a kind of adverb of place. It connotatively means to contact with other person by using the Internet Network Service that has several types of searching Engine e.g., Google, Amazon, Skype and so on. It doesn't have denotative meaning.

24. "... I'm really clueless as to what to wear. Nas signed *glumly*" (Cosmo magazine, May 2012:48).

*Glumly* denotatively means sad, depressed and used. It does not have connotative meaning. Besides the form of the words above, the slang word can also exist because of word formation process which can create new words. The analysis of this paper focuses on Derivation, Compound, Acronym, Clipping, and Blending, Imitation, and Proper name.

**a. Derivation** is a word formed by giving an affix or suffix to the word that produce new word with the new form and pronunciation. Here are some examples:

25. "...Add *clumpy* mascara to rock it up." (Cosmo magazine, September 2012:159).

*Clumpy* is slang word which is derived from word clump (noun) that denotatively means an extra sole on a shoe and suffix -y that result clumpy (adjective) means moving in an awkward way often knocking things and making them fall over.

26. "... I don't actually have to go through with the *freaky* chin implant..." (Cosmo magazine, March 2012 : 119).

The word *freaky* is derived from word freak (noun) that denotatively means an object, event etc., that is abnormal or extremely unusual and suffix -y that result freaky (adjective) means strange or unconventional.

**b. Compound** is a new word that is formed by stringing together other words and there's no limit on kind of combination. Here are some examples:

27. "...I started Mad men that people would talk about me as being sexy or a *pin-up*." (Cosmo magazine, May/September 2012:35)
28. "... however, there's more to christina than her *red-hot* looks..." (Cosmo magazine, May 2012:26).
29. "... Snoop around then go after house pals who like to buy these *to-die-for* brand item" (Cosmo magazine, September 2012:222).

The word *pin-up* compound from *pin* (noun) and word *up* (preposition) denotatively means a picture of someone famous or attractive, often not wearing many clothes. *Red-hot* is formed from word *red* and *hot*. The combination of those two adjective words means very hot denotatively. It means very vulgar or sexy in connotative meaning. The word *to-die-for* is compounded from word *to* (preposition), *die* (verb), and *for* (preposition) denotatively means passing from life. It connotatively means have a strong wish to get something that is mostly needed.

**c. Acronym** is new word that derived by taking the initial letter of words. Here are some examples:

30. "... One girl even offered me oral sea in my *DJ* booth! (Cosmo magazine, September 2012:83)
31. "... just keep to one key piece per outfit to prevent looking *OTT*." (Cosmo magazine, May 2012:63)
32. "... I was a bit of a *DIY* whizz in my old flat..." (Cosmo magazine August 2012 :48)

The word *DJ* stand for *Disc Jockey* that denotatively means someone who conduct a TV show. And, the word *OTT* is a slang acronym that stands for *Over The Top* in denotative meaning. The word *DIY* stands for *do-it- yourself* denotatively means when you make or repair things in your house yourself rather than paying other people to do the work. Those three slang words do not have any connotative meaning.

**d. Clipping** is process that shortens a polysyllabic word by deleting one or more syllables. Here are some examples:

33. "... You can now get your tave *mag* on your iPad or iPhone." (Cosmo magazine, September 2012:15).
34. "... My tan is real and I went to the *gym* yesterday for the first time in a month." (Coso magazine, March/August 2012:77)
35. "... And once *Celebs* have had surgery, they never admit it ..." (Cosmo magazine, March/September 2012 :117)
36. "...If waiting-roo-lady thought it needed work, Surely a *pro* will." (Cosmo magazine, March 2012:118)
37. "... The next time you're ogling *pics* of celebs ..." ( Cosmo magazine, March 2012:118)

The word *mag* is clipping from magazine that denotatively a large thin book with a paper cover, which is sold every week or every month and the word *gym* is clipping from gymnastic (noun) denotatively means a sport in which you do skilful



physical exercises and movement, often in competitions. The word *celeb* is clipping from a celebrity (noun) that denotatively means a famous living person. The word *Pro* is clipping from professional that denotatively means relating to a job that needs special education and training. The word *Pic* is clipping from picture that denotatively means a painting, drawing, or photograph. Those five slang words do not have connotative meaning.

38. "... Think *glam* rock waves and sexy sudge around the eyes. (Cosmo magazine, September 2012:136)

39. "... Think of a *veggie*, the love it" (Cosmo magazine, May 2012:20)

40. "... A good guy does not cause your brain strain, or bring on bouts of *phone* checking Excess ... (Cosmo magazine, May 2012:57)

41. "... And that *vibe* is super seductive, making it easier than ever to lure admirers. (Cosmo magazine, May 2012:59)

42. "... These sit higher than ankle boots- and have a heel *comfy* enough to wear all day long. (Cosmo magazine, May 2012:143)

The word *glam* is clipping from glamorous (adjective) that denotatively means attractive, exciting and related wealth or success and the word *veggie* is clipping from vegetable denotatively means plant which is eaten as a food. The word *phone* is clipping from telephone that denotatively means the system of communication that you use to have conversation with someone in another place. The word *vibe* is clipping from vibraphone that denotatively means electric music instrument. And the word *comfy* is clipping from comfortable that denotatively means something that make you feel physically relaxed. Those five words do not have connotative meaning.

**e. Blending** is process to create an existing word by reducing some parts of word and then combined it to be new word which has a different from than before but has the same meaning. Here are for examples:

43. "... An Imattainable standard has been set for Hollywood *wannabes*. (Cosmo magazine, March 2012:117)

44. "... Oh, no you *gotta* plump up some places too,.. (Cosmo magazine, March 2012:119)

45. "... Oh ... are you *gonna* download some movie?" (Cosmo magazine, May 2012 :32).

The word *wannabe* is blended from want (simple present), to (preposition) and be (auxiliary verb), denotatively means a person who desires to be, or be like. The word *gotta* is blended from got (past tense) and to (preposition), denotatively means must be done. The word *gonna* is blended from going (present participle) and to (preposition), denotatively means to do something or activities in near time which have been planned before. Those three slang words do not have connotative meaning.

**f. Imitation** is related to imitation of words, that is, the phenomenon called sound symbolism of the habit of associating a certain type or class of meaning with a certain sound or cluster of sounds. Here are some examples:

46. "... It provided me with my big break, but what can I do? *Urrrgh*." Wow, our hearts are bleeding. (Cosmo magazine, May 2012:69).

*Urrrgh* is sound imitation of lions or tigers which is called roar in denotative meaning. It is used by the speaker because he wants to express his feeling of being angry in connotative meaning.

47. "... You'll spread the enamel-grazing acid around your teeth. *Eek!* (Cosmo magazine, August 2012:187)

*Eek!* is a sound imitation of something muddy when it is fallen by something else hardly. It is used by the speaker to express his feeling of being disgusted in connotative meaning. It doesn't have any denotative meaning.

48. "... Let's go! Hop! Flop! Hop! When we're fit, we look good! (Cosmo magazine, May 2012:46)

Hop! Flop! Hop! Are sound imitation of horse feet in denotative meaning. Those three words do not have connotative meaning.

**g. Proper name** is one source of new word formation. The giving of individual names to persons, places, geography features, deities and sometimes to animal is universal human practice, apparently as old as language itself. For examples: James, Agatha, Atlantic ocean. Here are some examples:

49. "... First came an instant message and then a call from *Mr Elusive* himself. (Cosmo magazine, May 2012:32)

50. "... If I worked in an office like *Joan*, I'd be the one working hard and playing hard,"

she says. (Cosmo magazine, May 2012:35)

51. "... We could be the best friends." Of course, I immediately *Googled* him later. (Cosmo magazine, May 2012:36).

*Mr. Elusive* is a name which is given by the speaker to her boyfriend that is dishonest and cheating with another girl in connotative meaning. It doesn't have any denotative meaning. *Joan* is a name that is used by speaker to express his willing to be a hard worker in connotative meaning. It is denotatively means a legendary female pope, first mentioned in the 13th century. *Googled* means to call or to contact another persons in connotative meaning. It is a name of Searching Engines in the internet network in denotative meaning.

## 2. Phrases

The form of slang phrases that are found in column Cosmo magazine can be noun phrase, verb phrase and prepositional phrase. Here are some of the data.

- a. Noun phrase is a phrase which has function in a sentence equivalent to that of a noun. Here are some examples:

52. "... In October we launched *sneaking Duck* which sells stylish prescription glasses. (Cosmo magazine, March 2012:136)

53. "... Big Nails, a rosy pageant peach and At First Sight an elegant nude with a *pink tone*, and then seal for a high-shine finish with OPI's top coat. (Cosmo magazine, September 2012: 37)

54. "Do you want to know why peter is absent again today? Let me take a *short in the dark*. He's getting married". (Cosmo magazine May 2012:4)

*Sneaking Duck* connotatively means a collection of secret tips related to fashion style. Next, a *pink tone* means a suit of clothes that is all dressed in pink colour in connotative meaning. The phrase *take a short in the dark* means a wild guess. Those three phrases do not have denotative meaning.

### b. Verb Phrase

A verb phrase is generally has a main verb as its main word. It is equivalent to a verb in a sentence. Here are some examples:

55. "... Yeah... *I was gonna tell* you about it...." (Cosmo magazine, August 2012:48)

56. "... Don't *get mixed up* about the right hang out site, though. (Cosmo magazine, March 2012: 70).

57. "... I hope *I don't hafta* wait much longer" (Cosmo magazine, March 2012:46).

The phrase *was gonna tell* is formed from word was (auxiliary in past form), going (present participle), to (preposition), and tell (verb) that denotatively means to tell something to each other what happened in denotative meaning. It does not have any connotative meaning. The words *get mixed up* are formed from get (verb), mixed (past participle), and up (preposition) that denotatively means to spend the time with someone who has a bad influence on someone else and connotatively means confused. *Don't hafta* is formed from word do (auxiliary), not (negative expression), have (auxiliary), and to (Preposition) that denotatively means must not be done. It does not have any connotative meaning.

c. Prepositional phrase has preposition as its first word. This phrase is also equivalent to a preposition. It is a preposition followed by a noun phrase. Here some examples:

58. "... Indeed, strolling in a small or other cozy places can definetly boost your fitness, especially if you do it a bit regularly. These are actually many other practical ways of getting yourself *in the pink* " (Cosmo magazine, March 2012 : 40).

59. "... So julia has to go to Vineland. Julia is caught *in a tight spot*" (Cosmo magazine, August/September 2012:38).

60. "... She won't be impressed, better just try to put her *at ease*, make her laugh or something" (Cosmo magazine, September 2012:46)

*In the pink* connotatively means having a good health and *in a tight spot* connotatively means in difficult situation. Both of two phrases in the pink and in atight spot do not have connotative meaning. The phrase *at ease* denotatively means happiness. It does not have any connotative meaning.

**b. Phrasal verb** is verbs which consist of two or more ( sometime three words). The first word is a verb and it is followed by an adverb or preposition or both.

a. Inseperable pharase verb are those that occur in only one order.

b. Separable phrasal verb are also compused of a verb plus a preposition.

In separable phrasal verb, a pronoun can come only between the verb and the preposition. Here are some examples:

61. " ... I also *hang out* with friends in connecticut (where I grew up) quite a lot. (Cosmo magazine, March 2012:91).
62. "... You should know better than anyone else that you need to *chill out*" (Cosmo magazine, August/September 2012:41).

*Hang out* denotatively means a place where a particular group of people like to spend time. *Chill out* denotatively means to relax and stop being angry or nervous, or to spend time relaxing.

63. "... a bunch of pals seems promising, but doesn't expect to *cash* in soon" (Cosmo magazine, March 2012:47)
64. "... Don't tell me. The oboe-guy *stood you up*" (Cosmo magazine, May 2012:48).
65. "... See what happens if you don't *work out* enough? Not only aren't your feeling crummy, but also missed your goal" (Cosmo magazine, August 2012:48)
66. "... *Shut up*, Ron!!" (Cosmo magazine, March 2012 :50)
67. "... Yeah, I guess *sneaking out* is so no worth it " (Cosmo magazine, September 2012:57)

*Cash* in denotatively means take advantage. *Stood you up* denotatively means to fail meet somebody. *Work out* denotatively means turn out or result. *Shut up* connotatively means keep silent or stop talking. *Sneaking out* connotatively means go out from some place secretly

#### 4.2 Denotative and connotative Meaning of Slang

From the data analysis, the writer interpreted the meaning of slang word into the words that have denotative meaning, the words that have the connotative meaning and both of them.

**1. Denotative meaning** is dictionary restriction or dictionary meaning, that is, what the word stands for. Here are some examples:

68. " ... I'm really *clueless* as to what to wear!" (Cosmo magazine, May 2012: 54)
69. "... What happened to your *peppy* tunes?" (Cosmo magazine, March 2012:54)
70. " ... Suz, what's really *bugging* you?" (Cosmo magazine September 2012:70)

The word *clueless* (Adjective) denotatively means stupid or means not having idea. *Peppy* is derivational slang word derived from pep (noun) means liveliness; energy and enthusiasm and suffix -py that result peppy (adjective) denotatively

means sprit. The word *bugging* is formed from word bug (verb) means to annoy or irritate somebody or something and suffix -ing (present participle form). So, it can be concluded that the bugging in the sentence above means something which is bothering feeling in denotative meaning.

71. "... Suz, what are you *blabbering* about" (Cosmo magazine, March 2012:48)
72. "... Whether they're *flaky* and pathetic, or hiding a secret girlfriend, they're all atrocious. (Cosmo magazine, March 2012:59)
73. "... This already- stylish *gal* was given a makeover by celebrity make up artist. (Cosmo magazine, September 2012:133)
74. "... The lift jeans' cigarette shape enhances the legs and gives the illusion of a lifted *bum*. (Cosmo magazine, september 2012:135)
75. "... I've got big *boobs* and I am fed up with paying extortionate... (Cosmo magazine, September 2012:135)
76. " A '*flick*' is truly alluring. (Cosmo magazine, September: 144)
77. "... I love them, especially as I have *teeny* little ear holes, ... (Cosmo magazine, September 2012:187)

The phrase *blabbering* is formed from blabber (verb) and suffix -ing (present participle) denotatively means to talk foolishly or too much. The word *Freaky* is derivational slang word that is derived from freak (noun) and suffix -y which result freaky (adjective) denotatively means strange; unconventional. The word *gal* is slang word that denotatively means girl or female that has not married yet. The word *bum* is a british slang word that denotatively means the part of your body that you sit on. The word *boob* is a slang word that denotatively means an ignorant or foolish person;booby. The word flick is a slang word that denotatively means a cinema film. And the word teeny is a slang word that denotatively means very small.

78. "... *Nope*. And we know it:51 per cent of women agree they haven't been treated the same. (Cosmo magazine, March 2012:138)
79. "... Sorry about all this. We're *pigs*. (Cosmo magazine, March 2012:149)
80. "... This pen is so *nifty*!" (Cosmo magazine, May 2012:49)
81. "... But if you're tempted to tell coworker to *pipe down* 'cos they are

discussing a topic you're not interested in or familiar with, ask; is it really the noise, ... (Cosmo magazine, May 2012:102)

82. "... I like leaving random *goofy* notes for my girlfriend. (Cosmo magazine, May 2012:67)

83. "... A dating currency, that's what. (we could call it the *Footsie*, but that's already been taken ). (Cosmo magazine, August 2012:75).

*Nope* is slang expression that denotatively means no. It is a kind of informal use to express disagreement. *Sumtin'* is formed from word "something", denotatively means the thing in which indefinite yet. The word *pigs* is a australia slang word that denotatively means an expression or derision or disagreement. The word *nifty* is slang word that denotatively means pleasing or stylish. *Pipe down* is denotatively means to stop talking, making noise. The word *goofy* is a slang word that denotatively means foolish, silly or stupid. And the word *footsie* is a slang word that denotatively flirtation involving the touching together of feet, knees.

**2. Connotative meaning** is an associative expression of word that has an emotive reaction rather than dictionary restriction or primary of a word. Here are some examples:

84. "... Or the photographer who messeged me three time in a row, at one point apologising for being ' a *buzzy little fly*'. (Cosmo magazine, August 2012:55)

85. "... I thought she was amazing, but tht it would eventually frizzle out, it was a pipe dream." (Cosmo magazine, September 2012:98)

86. "... I can't do it! In short, I got *cold feet*" (Cosmo magazine, September 2012:45)

87. "... *No biggie!* Try to find new shopping sports. The cheaper, the better!" (Cosmo magazine, September 2012:47)

88. "... Hi, suzi what's with the *blues*?" (Cosmo magazine, August 2012:46)

89. "... He's got an ace up his sleeve" (Cosmo magazine, September 2012:48)

90. "... I'm head over heels in love with your sister" (Cosmo magazine, March 2012: 50)

A *buzzy little fly* are used by the speaker in the sentence above to express his or her feeling that

has connotative meaning means over expose in unfairly. A *pipe dream* that connotatively means an idea or plan that will probably never happen. The phrase *Cold feet* are used by the speaker in the sentence above to express his or her feeling that has connotatively meaning means lost courage. *Biggie* is derivational slang word that is performed from word big (Adjective) and suffix -ie that result biggie (adjective means extravagant connotatively. With the blues connotatively depressed or sorrowful. An *ace up his sleeve* is slang noun phrase that connotatively means secret knowledge or a secret skill which give him/her advantage. Head over heels connotatively means completely or totally.

91. "... *Give up junk food*. "(junk food) were attracing my stomach. (Cosmo magazine, May 2012 :26)

92. "... The four-hour convo that ensured only proved I was headed for *heartbreak*. (Cosmo magazine, May 2012:32)

93. "... With my *killer Darlie- white smile* and a straight-up introduction! (Cosmo magazine, May 2012:70)

Give up junk food connotatively means to stop consumption food that is low in nutritional value. The heart break is compounded from word heart (noun) and break (verb) that connotatively means feeling great sorrow or completely miserable. And *Killer darlie -white smile* are used by the speaker in the sentence above to express his feeling that has connotative meaning means a person loved by another with show sweet smile.

### **3. Denotative and conotative.**

Some words that were found by the researcher had denotative and connotative meaning. Here are some examples:

94. "... Our longer chat was six hours! Everyone though we were *nuts*. (Cosmo magazine, September 2012:98)

95. "... Looks-wise, she wasn't *my cup of tea*- but her personality was something else. (Cosmo magazine May 2012: 83)

96. "... She's coordinated, she's *cool* and she's confident and brave in her choiches." (Cosmo magazine, August 2012:26)

97. "... It turn her on to act like a static *doll* ... (Cosmo magazine, September 2012:87)

98. "... But with nothing underneath it's a *hot* look for. (Cosmo magazine, September 2012:31)
99. "... Whitney's playing with prints here... the blue denim shirt provides the sky to the lanscape on those *crazy* jeans! (Cosmo magazine, September 2012:26)
100. "... This seasons's hottest hue is much better suited for an *ice* queen. (Cosmo magazine, May 2012:56)

The word *nuts* denotatively means peanut or bolt and connotatively means crazy. *Cup of tea* denotatively means the drink that it contains tea and connotatively means to be what ,likes or what would choose. The word *cool* denotatively means fairly cold, not to hot or warm and connotatively means good looking or beautiful. The word *doll* denotatively means a toy that looks like a small person or baby and it connotatively a pretty girl or woman of little intelgence. The word *hot* denotatively means a relatively high temperature and connotatively means something which is interesting. The word *crazy* denotatively stupid or not sensible and connotatively means good or

very good. The word *ice* denotatively means water that has frozen and become solid and connotatively means a diamond or diamonds.

#### 4.3 The Relative Frequency of the Use of Slang that is used in Column of Cosmo Magazine

Based on the research finding, the researcher tries to know the relative frequency of the use slang in colum of Cosmo magazine that is concerned with the objective of the study on chapter one.

There are 100 data related to their forms and meaning. In short, it can be put foward that 51 words are found from the total of 100 data. It takes the proportion 51%. It consists of 24 words (24%) and 27 words formation (27%). There are found 9 phrases from the total of data or it thakes the proportion 9%. In this case of phrasal verb, the researcher finds 7 phrasal verbs or it takes the proportion 7% from the total data. And related to the meaning, there are found 33 words and phrases or its take the proportion 33% from the total of 100 data.

**Table 4.1 The accumulation and the proportion of slang words that are found in column of Cosmo magazine.**

Forms Types	Noun	Verb	Adjective	Adverb	Total
Word	8	6	7	3	24
Proportion	33,33%	25%	29,17%	12,5%	24%

**Table 4.2 The accumulation and the proportion of slang words formation that are found in column of Cosmo magazine**

.Forms Types	Der ivation-on	Co mpoun- ding	Clip ping	Acr on-ym	Ble nd- ing	Pro per- na me	Limit ation	Total
Word formation	2	3	10	3	3	3	3	27
Proportion	7,40%	11,11%	37,03%	11,11%	11,11%	11,11%	11,11%	27%

Table 4.3 The accumulation and the proportion of slang phrases that are found in column Cosmo magazine.

Forms Types	Noun phrase	Verb phrase	Prepositional Phrase	Total
Phrase	3	3	3	9
Proportion	33,33%	33,33%	33,33%	9%

Table 4.4 The accumulation and the proportion of slang phrasal verb that are found in column of Cosmo magazine.

Forms Types	Inseparable	separable	Total
Phrasal verb	-	7	7
Proportion		100%	7%

Table 4.5. The accumulation and the proportion of the meanings of slang that are found in column Cosmo magazine.

Forms Types	Denotative	Connotative	Denotative and Connotative	Total
Meaning	16	10	7	33
Proportion	48,48%	30,30%	21,21%	33%

From the table above, it can be said that there are 33 words and phrases observed based on their meaning from the total of the 100 data or it takes the proportion 33%. It consists of 16 words and phrases that only have denotative meaning from the total 33 data that are observed based on the meaning or it takes the proportion 48,48%, 10 words and phrases only have connotative meaning (30,30%), and 7 words and phrases have denotative and connotative meaning or it takes the proportion 21,21% from the total data that are observed based on the meaning. In short, it can be said that most dominant of the meaning of slang in column Cosmo magazine is denotative meaning. The connotative meaning is used to give

the deepest meaning and the highest impression of sense of the words and phrases.

## CONCLUSION

Ultimately, according to the research finding and its discussion in the previous chapter, some conclusions can be decided in line with the statement of the problems and objective of the study that are stated in chapter one of this research is based on the research finding in column of Cosmo magazine as follows:

(1) It is found that the forms of slang can be words, phrases, phrasal verb. The most dominant of the slang in column of Cosmo magazine in the form of word. There are 51 slang words from the

total of 100 data observed or it takes the proportion of 51%.

a. Words

The forms of part of speech that writer can find nouns, verbs, adjectives, and adverbs. The dominant of slang word is found in the form of noun (33,33%) and adjective (29,17%). Besides, the forms of word formation that the writer can find are derivation, compounding, acronym, clipping, blending, proper name, and imitation. The most dominant of word formation of slang that is used in column of Cosmo magazine are in the form of clipping at the first (37,03%), and compounding, acronym, blending, proper name and imitation are in same proportion (11,11%).

b. Phrases

The writer can find three forms of phrases in column. They take the proportion 33,33% from the total data analyzed. They are noun phrase, verb phrase, and prepositional phrase. There is also no any dominant from of slang of phrase because those three forms of phrases have the same proportion between one and another.

c. Phrasal verb

There are found 7 phrasal verbs in column of Cosmo magazine or it takes the proportion of 7% from the total data observed. The phrasal verb that is found in the research finding is only separable phrasal verb. It takes the proportion of 100% from the total data of phrasal verb that are found.

(2) The meaning of slang in column of Cosmo magazine are denotative meaning, connotative meaning, and in both of denotative and connotative meaning. It takes the proportion of 33% from the total of 100 data observed. Denotative meaning is the most dominant meaning of slang that is found in column of Cosmo magazine, it consists of 16 words and phrases or it takes the proportion of 48,48% from the total of the 33 data, and 7 words and phrases have denotative and connotative meaning or it takes the proportion 21,21 % from the total data that are observed based on the meaning. It can be adjectives, noun, and noun phrases

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